

This listing of claims will replace all prior versions, and listings, of claims in the application:

**Listing of Claims:**

1. (Currently Amended) A data collection device comprising: at least one question and answer cell attached to at least one of: (a) a beverage container and (b) a drink sleeve  
a drink implement comprising at least one of a beverage container and a drink sleeve; and  
a question and answer cell attached to the drink implement, wherein the question and answer cell includes a question portion bearing a question to a user and an answer portion in which the user can enter a response to a question.
2. (Canceled)
3. (Currently Amended) The data collection device of claim 1, wherein the question and answer cell is formed integrally with the drink implement ~~at least one of the beverage container and the drink sleeve of the data collection device.~~
4. (Currently Amended) The data collection device of claim 1 [[2]], wherein the response portion of the question and answer cell is comprised of at least one depressible button, the depressible button corresponding to a particular response to a question presented in the question portion of the question and answer cell.
5. (Currently Amended) ~~The data collection device of claim 4, further comprising~~ A data collection device comprising at least one question and answer cell attached to at least one of a beverage container and a drink sleeve wherein the question and answer cell is comprised of a question portion and a response portion, the response portion including at least one depressible button the depressible button corresponding to a particular response to a question presented in the question portion of the question and answer cell; and

at least one dry ink pellet contained within the depressible button and a self mailing survey adhesively affixed to at least one of the beverage container and the drink sleeve, the self mailing survey capable of capturing ink from the dry ink pellets.

6. (Currently Amended) The data collection device of claim 5, wherein the data collection device comprises a drink sleeve and the drink sleeve is comprised of a first end and a second end, the first end further comprised of a tapered portion and the second end further comprised of a slot portion, the drink sleeve capable of being wrapped around the beverage container by inserting the tapered portion of the first end into the slot portion of the second end.

7. (Currently Amended) The data collection device of claim 1 ~~[[2]]~~, wherein ~~the data collection device includes the~~ the drink implement is a drink sleeve and the drink sleeve is capable of being positioned about the beverage container.

8. (Currently Amended) The data collection device of claim 1 ~~[[2]]~~, wherein the question portion is adhesively affixed to the ~~at least one of the beverage container and the drink sleeve~~ drink implement.

9. (Canceled)

10. (Currently Amended) ~~The data collection device of claim 1, wherein a container lid is used in conjunction with at least one of the beverage container and the drink sleeve to collect survey data, the~~ A data collection device comprising:

a drink implement comprising at least one of a beverage container and a drink sleeve;

at least one question and answer cell attached to the drink implement; and

a container lid comprised of at least one lid question portion and at least one lid response portion, the lid response portion comprised of at least one depressible lid button corresponding to a particular response to a question presented in the lid question portion.

11. (Original) A method, comprising the steps of:

- a. providing a data collection device to at least one user, the device comprising at least one of: (a) a drink sleeve and (b) a beverage container having at least one question and answer cell attached thereto;
- b. collecting the data collection device from the at least one user after the user has completed a response to the at least one question and answer cell; and
- c. analyzing the at least one response from the data collection device.

12. (Original) The method of claim 11, further comprising the step of providing the question and answer cell with a question portion and a response portion.

13. (Currently Amended) The method of claim 11 ~~[[12]]~~, wherein the step of providing the data collection device comprises further comprising the steps of: selecting a beverage container as the data collection device, and integrally forming the question and answer cell with the beverage container.

14. (Currently Amended) The method of claim ~~[[13]]~~ 12, further comprising the step of employing the response portion of the question and answer cell with at least one depressible button, the depressible button corresponding to a particular response to a question presented in the question portion of the question and answer cell.

15. (Currently Amended) The method of claim 12, wherein the step of providing the data collection device comprises: selecting a drink sleeve and ~~further comprising the step of~~ adhesively affixing the question portion to the drink sleeve.
16. (Currently Amended) The method of claim 12, wherein the step of providing the data collection device comprises selecting a drink sleeve, the method further comprising the step of providing the drink sleeve with the response portion comprised of a space for the at least one user to indicate a particular response to a question presented in the question portion of the question and answer cell to produce survey data.
17. (Currently Amended) The method of claim 12, wherein the step of providing the data collection device comprises selecting a drink sleeve, the method further comprising the step of providing the drink sleeve with a response portion comprised of at least one depressible button corresponding to a particular response to a question presented in the question portion of the question and answer cell.
18. (Original) The method of claim 17, further comprising the step of adhesively affixing a self mailing survey to the drink sleeve.
19. (Original) The method of claim 18, further comprising the step of employing at least one dry ink pellet contained within the at least one depressible button, the self mailing survey capable of capturing ink from the dry ink pellets.
20. (Original) The method of claim 19, further comprising the step of applying at least one bar code to the self mailing survey, the bar code corresponding to the question and answer cell of the data collection device.

21. (Original) The method of claim 11, further comprising the step of employing a container lid in conjunction with the beverage container or the drink sleeve to collect survey data, the container lid comprised of at least one lid question portion and at least one lid response portion, the lid response portion comprised of at least one depressible lid button corresponding to a particular response to a question presented in the lid question portion.

22. (Original) The method of claim 11, further comprising the step of collecting the data collection device from a drop off box after the user has completed a response to at least one question and answer cell.

23. (Original) The method of claim 11, further comprising the step of collecting the data collection device from delivered mail after the user has completed a response to at least one question and answer cell.

24. (Original) The method of claim 11, further comprising the step of providing the user with a reward for completing at least one question and answer cell.

25. (New) The method of claim 11, further comprising the steps of:  
providing a data collection agent; and  
utilizing the data collection agent to collect the data collection device in person from the user.